

Lucky Strike

PROGRAM FORMAT

FOR SPORTS PROGRAMS, MUSIC
PROGRAMS, AND SPORTS & MUSIC

COLLEGE RADIO CORPORATION 14 West 45th Street, New York 36, N. Y., OXford 7-0890

Open with local announcer (live):

Welcome to Night Cap

(Name of program), PRESENTED BY LUCKY STRIKE, THE CIGARETTE THAT TASTES

BETTER -- CLEANER, FRESHER, SMOOTHER -- THE CIGARETTE THAT GIVES YOU

FAR MORE SMOKING ENJOYMENT, PUFF AFTER PUFF, PACK AFTER PACK. SO, BE

HAPPY - GO LUCKY! ~~AND NOW,~~ *(Name of program announcer)*

10 2 records
After about 5 minutes, TRANSCRIBED COMMERCIAL (for proper band, see note (*)) 35

10 3 records or double
After about 10 minutes, TRANSCRIBED COMMERCIAL (for proper band, see note (*)) 36

as many records as needed
After 14:15, close with local announcer (live):

10 10 minutes music on WCSR
YOU HAVE BEEN LISTENING TO (Name of program) *Nite Cap* WITH (Name of program announcer),

BROUGHT TO YOU BY LUCKY STRIKE -- THE CIGARETTE THAT TASTES BETTER --

So
CLEANER, FRESHER, SMOOTHER. REMEMBER THAT THE NEXT TIME YOU BUY CIGARETTES,

AND FOR MORE REAL DEEP-DOWN SMOKING ENJOYMENT, MAKE YOUR NEXT CARTON

LUCKY STRIKE!

* Note: Rotate available transcribed commercials in order (Band 1 for the 1st commercial on the first program of the year, Band 2 for the 2nd commercial on the first program, Band 3 for the 1st commercial on the second program, Band 4 for the 2nd commercial on the second program, and so on thru Band 43. After playing Band 43, begin again with Band 1.)

Use only commercials from the blue-label discs marked "Permanent" (Numbered NE4-QM-8308, NE4-QM-8309, NE4-QM-8310-2, NE4-QM-8311, NE4-QM-8312-2, and NE4-QM-8313-2).

FOR SPORTS PROGRAMS, MUSIC
PROGRAMS, AND SPORTS & MUSIC

Lucky Strike PROGRAM - FORM A

COLLEGE RADIO CORPORATION 14 West 42nd Street, New York 36, N. Y., OXford 7-0890

Open with local announcer (live):

(Name of program), PRESENTED BY LUCKY STRIKE, THE CIGARETTE THAT TASTES

BETTER -- CLEANER, FRESHER, SMOOTHER -- THE CIGARETTE THAT GIVES YOU

FOR MORE SMOKING ENJOYMENT, PUFF AFTER PUFF, PACK AFTER PACK, SO, BE

HAPPY - GO LUCKY! AND NOW, (Name of program announcer).

After about 5 minutes, TRANSCRIBED COMMERCIAL (for proper band, see note (*))

After about 10 minutes, TRANSCRIBED COMMERCIAL (for proper band, see note (*))

After 14:15, close with local announcer (live):

YOU HAVE BEEN LISTENING TO (Name of program) WITH (Name of program announcer).

BROUGHT TO YOU BY LUCKY STRIKE -- THE CIGARETTE THAT TASTES BETTER --

CLEANER, FRESHER, SMOOTHER, REMEMBER THAT THE NEXT TIME YOU BUY CIGARETTES

AND FOR MORE REAL DEEP-DOWN SMOKING ENJOYMENT, MAKE YOUR NEXT CARTON

LUCKY STRIKE!

Notes: Rotate available transcribed commercials in order (Band 1 for the 1st commercial on the first program of the year, Band 2 for the 2nd commercial on the first program, Band 3 for the 3rd commercial on the second program, Band 4 for the 4th commercial on the second program, and so on thru Band 43. After play- ing Band 43, begin again with Band 1.)
Only commercials from the blue-label discs marked "Permanent" (Marked CM-3302, NEA-CM-3309, NEA-QM-3310-2, NEA-QM-3311, NEA-CM-3312-2, and NEA-QM-3313-2).